

CITY COUNCIL POLICY

NUMBER: 5 6

DATE ADOPTED: December 7, 2021

SUBJECT: Temporary Banner Program in the Public Right of Way

POLICY:

It shall be the policy of the City Council to establish a Temporary Banner Program to allow temporary banners advertising special noncommercial events to be placed in the public rights-of-way,. The purpose of the Temporary Banner Program is to allow advertising of local events, but not to serve as a means of commercial advertising for goods or services. The following requirements shall apply: .

- 1) Temporary Banners shall advertise any the following types of events:
 - a) Non-profit, or community based, or artistic/cultural events, organized by entities such as, but not limited to, a non-profit, a school or school district or other public agency, a church, a sports league including youth sports, a local chamber of commerce, or similar entity.
 - b) Events must take place within the City or within one of its adjacent communities, or benefit residents of the City.
- 2) Events shall commence within 30 days of the posting of the banner.
- 3) Events must occur on a specific date or date range.
- 4) Banners shall not advertise the sale of goods or services for profit.
- 5) The advertiser shall submit a Temporary Banner Permit Application to the director on the form provided by the City. The application fee will be waived. The application shall be filed with the director no sooner than 90 days prior to the first date when the banner will be posted. Applications shall be processed and approved on a first come, first served basis. The director shall approve the application for a particular location if it complies with the requirements set forth in this policy.
- 6) Banners shall only be placed at the following locations where support structures have been erected by the City:
 - a) The intersection of Hawthorne Boulevard and Indian Peak Road;
 - b) The intersection of Crenshaw Boulevard and Indian Peak Road; and
 - c) The intersection of Palos Verdes Drive East and Miraleste Drive.

- 7) Banners shall be securely attached to the structures that have been erected by the City for this purpose in the manner prescribed by the director so as not to pose a traffic hazard and/or impede pedestrian or vehicular access or visibility within the City's street rights-of-way.
- 8) Each advertiser shall be limited to the placement of one banner at any one time per event.
- 9) Each advertiser shall be limited to the placement of two banners per calendar year, commencing on January 1 of each year.
- 10) Each banner shall be displayed for a maximum period of 30 days.
- 11) A banner shall be removed within 24 hours of the conclusion of the event that the banner is advertising or at the end of the banner display period, whichever occurs first.
- 12) Each banner shall be 4 feet in height by 8 feet in width and shall be made only of vinyl with a #2 grommet in each corner, which will allow for the banner to be securely affixed to the structure.
- 13) Each banner must have a light background with dark letters so as to be clearly legible.
- 14) Only one logo and one graphic shall be allowed on each banner, with no color restriction.
- 15) Banners must be clean and in good repair at all times.

BACKGROUND:

On November 16, 2021, the City Council adopted code amendments to the City's sign regulations consisting of repealing Section 17.76.050 (Sign Permit) and adding of Chapter 17.75 (Sign Code) to Article VII (Development Application and Review) of Title 17 (Zoning) of the RPVMC. As the new Sign Code primarily focuses on regulations for private property, provisions for temporary banner signs advertising non-commercial events in the public rights-of-way previously in Section 17.76.050 were not included in the sign code update. The Temporary Banner Program is a program run by the City; therefore, this policy was established.